



MIKE EASLEY,
CEO

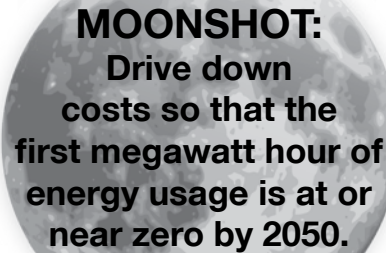
In last month's article I suggested that you give the PRECorp Vision Story video a look on YouTube. If you have not done so, I encourage you to do so as I will be referring to that 3-minute video as part of this article. Just search for "Powder River Energy vision" on www.youtube.com

PRECorp's purpose is to positively influence and improve lives for those we serve by providing reliable energy and services while paving the way for access and affordability. Our focus on this could not be more evident than in the PRECorp Moonshot.

A Moonshot is an audacious and perhaps seemingly impossible goal. It is meant to inspire and create positive transformational change. Our Moonshot is to drive down costs so that the first megawatt of energy usage is at our near zero by 2050.

This is no small task! It would have been much easier to forgo a moonshot and be satisfied with a more traditional goal such as keeping the cost of power in line with inflation, or reducing costs by some set percentage. Goals like that are pretty much "business as usual" and don't really drive transformational change.

The business as usual approach is not going to position us to be successful in the increasingly fast paced and ever-changing world around us. We made our mark on rural Wyoming 74 years ago when we began the process to electrify northeast Wyoming and our legacy of positively influencing and improving lives began.



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In 1945 the idea of a "Moonshot" was not even conceived; that came with President John F Kennedy's declaration on September 12, 1962, to put a man on the moon.

However, I am confident that our founders would have considered delivering 300 megawatts of power over 11,300 miles of line across a 15,660 square mile area serving 26,700 meters of power an audacious and impossible goal. It was a huge Moonshot, and we did it.

Today's moonshot goal is no different in aspiration than that of our original founders. Imagine what things would look like if a major part of your monthly electric bill was on a declining trajectory. The costs to maintain and operate the powerlines and substations will still be there, but we are focusing on how to drive the costs down of the commodity portion of your monthly bill, and while we do this, we are also focusing on driving down costs in all areas of our business without sacrificing the safety and quality of service. This won't be easy, but that is even more reason to try.

In 2019 we are focusing on six strategic initiatives to help lay the foundation for our Moonshot journey. These initiatives impact culture, innovation, efficiency, rate design, technology, and education. The PRECorp team is excited and looking forward to working on these initiatives and beginning our journey to deliver amazing results, exceptional service, and lower costs to you, our consumer-members.

I look forward to next month and the opportunity to share more news about our strategic initiatives and how we are working to serve you.

Mike

